

PICTURE OF YOU INHALING

Every smoker does, *sometimes*—increasing exposure to irritation. But consider! Eminent doctors report—

On comparing—the irritant quality in the smoke of the four other leading brands was found to average more than **THREE TIMES** that of the strikingly contrasted Philip Morris . . . and the irritation **LASTS MORE THAN FIVE TIMES AS LONG!**

Now—enjoy *complete* smoking pleasure . . . with never a worry about throat irritation!

CALL FOR

PHILIP MORRIS

1003071231

All Hands
**CALL FOR
PHILIP MORRIS**

America's Finest Cigarette

**THEY TASTE BETTER AND ARE
PROVED BETTER FOR YOU!**



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